



WPTV

ORDER

Print Date 10/30/12 Page 1 of 2

Flight Dates 10/30/12-11/06/12

Contract / Revision 316260 / Obama for America

316260 / Obama for America

Order Sep 00:10:00
Estimate # **2264 Sked A :30's**

Original Date / Revision Agency Com 15%

Billing Type Cash

10/29/12 10/30/12 Billing Contact

Order Type GENERAL

Advertiser Obama / Democrat / Preside

Billing Cycle EOM/EOC

**1010 Wisconsin Ave
Washington, DC 20004**

Billing Calendar BROADCAST

Agency GMMB Inc

Rev Codes POI

Buying Contact Sales Office EWSI

Product Codes PI

1010 Wisconsin Avenue - Suite #80 Sales Region NAT
Washington, DC 20007 Agency Ref. 2

Priority P-1
Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	18	\$18,126.25	\$21,325.00	0.00	10/29/12	11/06/12	18	\$18,126.25	\$21,325.00
Totals	18	\$18,126.25	\$21,325.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	18	\$18,126.25	\$21,325.00	0.00	10/29/12	11/06/12	18	\$18,126.25	\$21,325.00
Totals	18	\$18,126.25	\$21,325.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
																Spots	Amount	
N 1	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a		CM	6-7a		MTWTF--	:30	2	\$900.00	P-1	0.00	NM		2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/30/12	11/05/12		MTWTF--		2	\$900.00	0.00									
N 2	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a		CM	8-10a		-----S-	:30	1	\$725.00	P-1	0.00	NM		1	\$725.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/30/12	11/05/12		-----S-		1	\$725.00	0.00									
N 3	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a		CM	9-10a		MTWTF--	:30	1	\$650.00	FX	0.00	NM		2	\$1,300.00



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Print Date: 10/30/12

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Contract / Revision

316260 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/30/12

Order Sep 00:10:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 2264 Sked A :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals												
														Spots	Amount											
N 3	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$650.00	FX	0.00	NM		2	\$1,300.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		1		\$650.00		0.00																
Week: 11/06/12		11/12/12		-T-----		1		\$650.00		0.00																
N 4	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$575.00	FX	0.00	NM		1	\$575.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		1		\$575.00		0.00																
N 5	WPTV	10/30/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$425.00	P-1	0.00	NM		2	\$850.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		2		\$425.00		0.00																
N 6	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM		2	\$3,200.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		2		\$1,600.00		0.00																
N 7	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM		2	\$3,200.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		2		\$1,600.00		0.00																
N 8	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$1,800.00	FX	0.00	NM		1	\$1,800.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		1		\$1,800.00		0.00																
N 9	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$1,400.00	FX	0.00	NM		2	\$2,800.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		2		\$1,400.00		0.00																
N10	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL	1130p-1205a		-----S	:30	1	\$1,000.00	FX	0.00	NM		1	\$1,000.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		-----S-		1		\$1,000.00		0.00																
N11	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$575.00	FX	0.00	NM		1	\$575.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		MTWTF--		1		\$575.00		0.00																
N12	WPTV	11/03/12	11/03/12	NFL Game NFL Game (8:15 PM-11:30 PM)	4p-12a		-----S-	:30	1	\$3,500.00	FX	0.00	NM		1	\$3,500.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																
Week: 10/30/12		11/05/12		-----S-		1		\$3,500.00		0.00																
														Totals	18	\$21,325.00										